

# OVERSEAS VISITORS TO ARIZONA SUMMARY - 2004\*\*

## Arizona Office of Tourism

VISITATION VOLUME		TRAVEL PATTERNS		PURPOSE/ACTIVITIES	
Total Overseas Visitation 633,000		ADVANCE TRIP PLANNING		MAIN PURPOSE OF TRIP	
DEMOGRAPHICS		Avg. Advance Trip Decision 104.5 days		Leisure & VFR 78.9%	
Age		Avg. Advance Air Reservations 74.5 days		Leisure/Rec./Holidays 58.2%	
Male Average 46.0 years		Use of Pre-Booked Lodging 65.7%		Visit Friends/Relatives 19.9%	
Female Average 41.1 years		USE OF PACKAGES		Other 0.8%	
HOUSEHOLD INCOME		YES 25.0%		Business and Convention 21.1%	
Average HH Income \$82,900		Air/Lodging 15.7%		Business/Professional 15.5%	
< \$40,000 23.6%		Guided Tour 15.2%		Convention/Conference 4.3%	
\$40,000 - \$79,999 35.3%		Air/Lodging/Tour 8.7%		Study/Teaching 1.3%	
\$80,000 - \$119,999 18.6%		Air/Lodging/Rental Car 7.6%		OTHER DESTINATIONS VISITED	
\$120,000+ 22.6%		Air/Lodging/Rental Car 6.9%		# of States Visited 3.2	
PARTY COMPOSITION		Air/Lodging/Bus 5.4%		# of Destinations Visited 4.7	
Avg. Travel Party (mean) 1.6		Air/Lodging/Bus/Tour 5.2%		California 64.8%	
Spouse 37.8%		Advance Package Booking 111.3		Los Angeles 41.0%	
Traveling Alone 32.3%		# of Nights Pre-paid(part of package 11.6 nights		San Francisco 41.7%	
Family/Relatives 24.0%		INFORMATION SOURCES		San Diego 12.1%	
Friends 14.5%		Travel Agency 47.2%		Yosemite N.P. 12.8%	
Business Associates 5.5%		Personal Computer 37.7%		Nevada 58.9%	
Group Tour 3.1%		Friends/Relatives 20.9%		Las Vegas 56.7%	
Adults Only 92.5%		Travel Guides 16.4%		Utah 22.5%	
Adults and Children 7.5%		Airlines Directly 15.3%		Bryce Canyon N.P. 12.4%	
GENDER		Tour Company 10.9%		New York 10.7%	
Male 61.6%		State/City Travel Office 8.7%		Colorado 7.5%	
Female 38.4%		Corporate Travel Dept. 5.5%		Florida 6.9%	
FREQUENT TRAVELERS		Other 5.0%		Texas 5.7%	
Repeat Visitor to the U.S. 70.2%		Newspapers/Magazines 4.6%		LEISURE ACTIVITIES	
U.S. Trips last 12 Months 1.8		EXPENDITURES		Dining in Restaurants 88.6%	
U.S. Trips last 5 Years 5.2		Avg. Spending Per Person Per Day (\$99		Shopping 87.5%	
1 Trip 37.0%		ACCOMMODATIONS		Visit National Parks 67.3%	
2 - 5 Trips 37.5%		Hotel/Motel 77.6%		Sightseeing in Cities 60.9%	
6+ Trips 25.4%		Private Home 15.1%		Visit Historical Places 57.5%	
ORIGIN MARKETS		Other 9.2%		Touring Countryside 46.6%	
U.K. 22.1%		TRANSPORTATION IN U.S.		Visit Small Towns 46.6%	
France 10.6%		Airlines in U.S. 49.1%		Casinos/Gambling 45.2%	
Germany 10.3%		Rented Auto 47.1%		Amusement/Theme Parks 37.9%	
Japan 10.0%		Taxi/Cab/Limousine 31.2%		Cultural Heritage Sites 36.0%	
Netherlands 4.8%		Company or Private Auto 28.5%		Guided Tours 29.6%	
Australia 4.4%		City Subway/Tram/Bus 19.0%		Visit Native Am. Comm. 27.5%	
South Korea 4.1%		Bus between cities 7.9%		Art Gallery/Museum 21.0%	
Italy 4.0%		LENGTH OF STAY		Water Sports/Sunbathing 18.0%	
Mexico 3.4%		# of Nights in Arizona (mean) 4.7		Camping/Hiking 16.0%	
South America 3.2%		# of Nights in U.S. (mean) 19.6		Ethnic Heritage Sites 14.9%	
PORT OF ENTRY		AZ DESTINATIONS VISITED		Concert/Play/Musical 14.4%	
Los Angeles 28.7%		Grand Canyon NP 42.3%		Nightclubs/Dancing 9.0%	
Other 24.4%		Phoenix 33.9%		Environ./Eco Excursions 7.7%	
San Francisco 13.4%		Tucson 8.9%		Golfing/Tennis 6.2%	
Chicago 9.7%		Glen Canyon NP 4.9%		Attend Sports Event 5.4%	
New York 3.6%				Cruises 5.3%	
Atlanta 2.6%				Ranch Vacations 3.6%	
				Hunting/Fishing 0.8%	
				Snow Skiing 0.4%	

Source: US Department of Commerce

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\*\* Does not include visitors from Canada or those arriving by land from Mexico.